

GENERAL INFORMATION

INTRODUCTION

The City of Fort Lauderdale is situated on the southeast coast of Florida, centrally located between Miami and Palm Beach. Encompassing more than 33 square miles with a population of about 150,000, Fort Lauderdale is the largest of Broward County's 29 municipalities. Embraced by the Atlantic Ocean, New River and a myriad of scenic inland waterways, Fort Lauderdale truly lives up to its designation as the "Venice of America."

Fort Lauderdale is rapidly establishing itself as a world class international business center well-suited for a diverse range of industries, including the rapidly-expanding high technology sector. The City's emergence as a leader in high technology was confirmed in a study conducted by New York University's Taub Urban Research Center (May, 1999) which revealed that Fort Lauderdale had the highest density of commercial internet domains per capita than any other city in the nation.

Among the high tech companies that call Fort Lauderdale home are Citrix Systems, one of the country's fastest growing computer software companies, and SportsLine USA, the nation's leading internet-based sports media company. These firms join Fort Lauderdale's growing list of nationally recognized corporations that have established business operations, corporate or Latin American headquarters in the City including: Alamo Rent A Car, AT&T, AutoNation USA, Citicorp, Galaxy International, Hewlett-Packard, Microsoft, Motorola, Omnipoint and South African Airways.

Expanding global business opportunities, access to U.S. and international markets, a pro business government, low labor rates, a well-educated and diverse work force, exceptional values in housing, and an array of business assistance and incentive programs, make Fort Lauderdale an unbeatable location where both large and small business can prosper.

In addition to its business advantages, Fort Lauderdale offers an outstanding quality of life, highlighted by its semi-tropical climate, rich natural beauty and array of cultural, entertainment and educational amenities. World famous Fort Lauderdale Beach offers premier opportunities for recreation, relaxation and enjoyment along with breathtaking views of the Atlantic Ocean. The City's picturesque Riverwalk serves as the cornerstone of Fort Lauderdale's arts, science and cultural district which features the Broward Center for the Performing Arts, Museum of Discovery and Science, and Museum of Art. Las Olas Boulevard has gained international acclaim as Fort Lauderdale's centerpiece of fashion, fine dining and entertainment. In addition, the City's downtown area is home to Broward Community College, Florida Atlantic University, Florida International University, the national award winning Broward County Main Library, as well as federal, county and school district offices.

Fort Lauderdale's ongoing commitment to strengthen its community and enhance quality of life was duly recognized in 1996 when *Money* magazine named it as the "Best Big City to Live in America." In the years since, Fort Lauderdale has continued to maintain its stature as one of the nation's most desirable cities.

Through the cooperative efforts of residents, businesses and local government, Fort Lauderdale has evolved into a City that offers the best of both worlds – an attractive business environment and an exceptional quality of life. Fort Lauderdale looks forward to continuing to build upon its success to meet the challenges of the 21st Century and beyond.

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FORT LAUDERDALE STATISTICS AND DEMOGRAPHIC DATA

Date of Incorporation:	March 27, 1911	
Date of Charter Adoption:	1957 and 1984 (Amended)	
Form of City Government:	Commission - Manager	
Location:	Fort Lauderdale is located in the east-central portion of Broward County approximately 23 miles north of Miami and 42 miles south of Palm Beach. The City shares boundaries with nine other municipalities, as well as unincorporated areas of the County. Encompassing more than 33 square miles with a population about 150,000, Fort Lauderdale is the seventh largest city in Florida and the largest of Broward County's 29 municipalities.	
Recreation Facilities:	Miles of Public Beach	7
	Boats Slips, Moorings	207
	Miles of Navigable Waterways	85
	Acres of Public Parks	943
	War Memorial Auditorium Seats	2,110
	Baseball Stadium Seats	8,340
	Municipal Swimming Pools	8
	Parks/Facilities	83
	Tennis, Basketball, Shuffleboard	464
Infrastructure:	Handball and Racquetball Courts	
	City Buildings	112
	Miles of Sidewalks	312
	Miles of Streets	497
	Miles of Sanitary Sewers	340
	Miles of Storm Drainage	128
	Miles of Water Main	780
	City Bridges	51
	Wastewater Pumping Stations	133
	Fire Stations	12
	Fire Hydrants	4,700
	City Maintained Parking Spaces	8,969
	City Garages	3
	Cemeteries	3
Socioeconomic Data:	Average Household Size	2.14
	Average Household Income	\$48,292
	Medium Family Income	\$34,010

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A Desirable City for Successful Business

MAJOR CORPORATIONS AND EMPLOYERS:

- Alamo Rent A Car
- Allied Signal
- AT&T
- AutoNation USA
- BellSouth
- Citicorp
- Citrix Systems
- Dana South America
- Galaxy International
- Hewlett-Packard
- Interim Services
- Microsoft
- Motorola
- Morse Operations
- North Broward Hospital District
- Omnipoint
- South African Airways
- SportsLine USA
- Sun-Sentinel
- Templeton Investments

Multi-Modal Transportation Hub

ACCESSIBLE LOCATION ADVANTAGES:

- Downtown Fort Lauderdale is located within three miles of Port Everglades, Fort Lauderdale/Hollywood International Airport, I-95, I-595, Amtrak Railway and Tri-Rail.
- Fort Lauderdale is located less than 60 minutes from Miami and Palm Beach International Airports, and offers incomparable access to national and international markets including Latin America, the Caribbean, Canada, Europe and the Pacific Rim.

AIR:

- Fort Lauderdale/Hollywood International Airport
 - 12.5 million passengers each year; 25.4 million anticipated by the year 2015
 - Averages 500 flights daily serving 34,000 passengers
- Fort Lauderdale Executive Airport
 - Seventh busiest general aviation airport in the United States
 - Home to six full-service, fixed base operators providing fuel, maintenance and avionics services to more than 850 aircraft
 - Executive Airport's 200-acre Industrial Airpark contains more than 125 businesses occupying 1.3 million square-feet of office and warehouse space
- Downtown Helistop
 - A new, state-of-the-art downtown Helistop, which is expected to open in late 1999 or early 2000, will serve as a transportation hub for downtown corporations and facilitate travel for business executives and visitors.

LAND:

- Major Roadways: I-95, I-595, I-75 and Florida Turnpike
- Railway System
 - Freight carriers: Florida East Coast (FEC) Railroad and CXS Transportation
 - Passenger carriers: Amtrak and Tri-Rail (local service)

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SEA: PORT EVERGLADES

- Six-time winner of the Grand Prix Mondial du Voyage's prestigious International Tourism Award
- Nation's second busiest passenger port serving more than 2.5 million passengers per year
- 10 modern cruise terminals, two parking garages and more than 30 cruise ships
- Deepest commercial port in the Southeast United States
- Home to Florida's first Foreign Trade Zone which receives and ships approximately \$500,000 worth of imports and exports per year
- One of the nation's top coffee ports, 12th busiest container port and second largest non-refinery petroleum storage and distribution facility
- More than 5,300 ship calls a year including cruise, cargo, petroleum and Navy vessels

Alluring Attractions

BUSINESS ADVANTAGES:

- Pro-business government, excellent quality of life and a diverse, well-educated labor pool
- Favorable tax structure -- no state or local personal income tax, no county or city sales tax, no state ad valorem, franchise or inventory tax, no gift tax
- An array of available business assistance and incentive programs for expansion, relocation and retention
- Advanced communications featuring 700 miles of fiber optic cables and state-of-the-art switching equipment for instantaneous global communications
- Downtown Fort Lauderdale is home to city and county government centers, federal and county courthouses, banks, a state regional complex and legal and professional offices
- A well-educated labor force with nearly 30% of individuals over the age of 25 holding college degrees (1990 Census)

AREA PROFILE:

- Average annual temperature of 77 degrees
- More than 3,000 hours of annual sunshine
- Designated "Yachting Capital of the World" due to City's myriad of navigable waterways
- Marine Industry is the second largest industry behind tourism
- Seventh most populous City in Florida
- Median Age: 37.3
- Local transportation by water taxi, trolley, bus, taxicab, and Tri-Rail

DOWNTOWN ATTRACTIONS:

- Museum of Discovery and Science
 - The only interactive science museum in Florida
 - 85,000 square-feet of exhibit space
 - Five-story Blockbuster IMAX Theater -- the only one of its kind in Florida
 - \$30.6 million facility
- Broward Center for the Performing Arts
 - Two acoustically perfect theaters
 - \$55 million project

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- Museum of Art
 - Permanent home of a \$6 million collection including CoBrA, Pre-Columbian and West African art, as well as 20th Century paintings
- Riverwalk
 - A 1.5-mile linear park along downtown's New River with brick walkways, lush tropical greenery and pedestrian amenities
 - Attracts more than 1.5 million visitors each year
 - Home to guided waterway tour boats and water taxis

SPORTS:

- NHL Florida Panthers
- MSL Miami Fusion
- NFL Alumni
- International Swimming Hall of Fame Aquatic Complex
- Whitbread Round the World Yacht Race - 1990, 1994 and 1998 North American stopover
- Spring training home of Major League Baseball's Baltimore Orioles

TOURISM:

- Greater Fort Lauderdale's leading industry
- Hosted 6.44 million tourists in 1998 who spent more than \$3.67 billion
- Hotel occupancy rate averaged 68.1% in 1998
- Attracted 1.53 million international visitors, 444,572 Canadian visitors and 366,712 Latin American visitors

Higher Education

- Art Institute of Fort Lauderdale
- Broward Community College
- Emery-Riddle Aeronautical University
- Fort Lauderdale College
- Florida Atlantic University
- Florida International University
- Nova Southeastern University

Professional Health Care

PUBLIC HOSPITALS:

- Broward General Medical Center
- Imperial Point Medical Center

PRIVATE HOSPITALS:

- Cleveland Clinic Florida and Cleveland Clinic Hospital
- Holy Cross Hospital
- North Ridge Medical Center
- Vencor Hospital/Fort Lauderdale

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Labor and Industry

FORT LAUDERDALE METROPOLITAN STATISTICAL AREA:

- Labor Force (September 1999) 780,805
- Employed (September 1999) 749,150
- Unemployed (September 1999) 31,655
- Unemployment Rate (September 1999) 4.1%

Greater Fort Lauderdale's Major Industries

<u>Industry</u>	<u>Number of Firms</u>
Services	17,100
Retail Goods/Trade	8,023
Wholesale Goods/Trade	4,140
Construction	3,747
Finance, Insurance, Real Estate	3,738
Manufacturing	1,755
Transportation, Communications	1,495
Agriculture/Fishing	876
Printing/Publishing	422